

## Onyx M.D. Brand Identity

Founded in 2005, Onyx M.D. is one of the leading privately-held healthcare staffing companies in the nation. With corporate offices in Denver and Dallas, the firm focuses on the placement of physicians and advanced practice clinicians of all specialties in locum tenens (temporary assignments) and permanent positions throughout the United States. The company was founded by a unique physician with a proven track record of building and operating healthcare practices as well as practice management entities. This gives Onyx M.D. an established credibility and a strong understanding of both the provider and client perspectives. Providing ELITE service is not just written in our mission statement, it is the cornerstone of our identity.

## Mission

Onyx M.D.'s mission is committed to delivering elite, professional, and memorable medical placement experiences... again and again. We maintain an E.L.I.T.E. approach to service-- Enthusiasm, Loyalty, Integrity, Teamwork, and Ethics are at the core of everything we do as an organization. We remain dedicated to those core values day in and day out and it is that which enables us to provide opportunity to our employees and continue to meet the demands of our clients and providers.


## Trademarks and Brand Guidelines

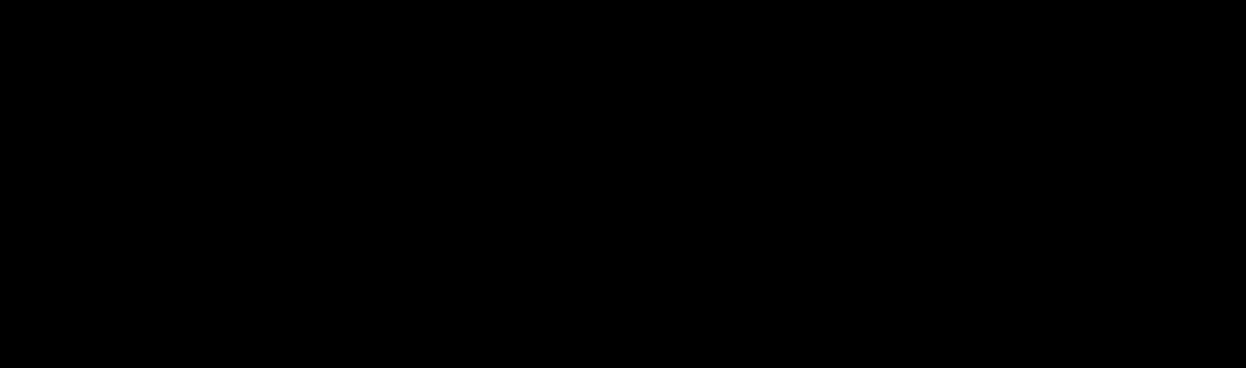
The Onyx M.D. name and logos are registered trademarks of Onyx Healthcare, Inc (d.b.a. Onyx M.D.). All other graphics, videos, icons, designs, patterns, website content and other assets are Copyright © by Onyx M.D. All Rights Reserved.

# LOGOS

The Onyx M.D. logo is a two-color logo: Blue and Grey. See the Colors section for specific PMS colors.

## Use of Onyx M.D. Logo on the Web/Internet

WEB (72 dpi) - COLORED - WHITE BACKGROUND

Primary logo. Use by default.
Download PNG file: <a href="#">Small (297x78)</a> <a href="#">Medium (1121x297)</a> <a href="#">Large (1869x495)</a>
Download JPEG file: <a href="#">Small (297x78)</a> <a href="#">Medium (1121x297)</a> <a href="#">Large (1869x495)</a>

WEB (72 dpi) - COLORED - BLACK BACKGROUND

For use on dark backgrounds.
Download PNG file: <a href="#">Small (297x78)</a> <a href="#">Medium (1121x297)</a> <a href="#">Large (1869x495)</a>
Download JPEG file: <a href="#">Small (297x78)</a> <a href="#">Medium (1121x297)</a> <a href="#">Large (1869x495)</a>

**WEB (72 dpi) - COLORED - WHITE BACKGROUND - NO TAGLINE**



Use the primary version with the tagline in most cases. The tagline may be removed when the logo is too small to read it, or when the context does not make sense (e.g. the logo is used in a sentence).

Download PNG file: [Small \(297x78\)](#) [Medium \(1107x215\)](#) [Large \(1845x358\)](#)

Download JPEG file: [Small \(297x78\)](#) [Medium \(1107x215\)](#) [Large \(1845x358\)](#)

**WEB (72 dpi) - COLORED "X" - WHITE BACKGROUND**




May only be used in conjunction with the primary logo for artistic purposes.


Download PNG file: [Small \(144x162\)](#) [Medium \(347x391\)](#) [Large \(576x649\)](#)

Download JPEG file: [Small \(144x162\)](#) [Medium \(347x391\)](#) [Large \(576x649\)](#)

## Use of Onyx M.D. Logo in Print & Marketing Materials

The following EPS files are vector-based. This means they can be reduced or enlarged without compromising the quality of the image. EPS files are for printed materials. You may import an EPS file into your document. Any of the following EPS files must not be altered outside the Onyx M.D. brand standards.

PRINT - COLORED - WHITE BACKGROUND

Primary logo. Use by default.
Download EPS file: <a href="#">EPS File (2.34 MB)</a>

PRINT - COLORED - BLACK BACKGROUND

For use on dark backgrounds.
Download EPS file: <a href="#">EPS File (3.33 MB)</a>

PRINT - BLACK WITH BLACK "X" - WHITE BACKGROUND

ONYX M.D.<sup>®</sup>  
ELITE PHYSICIAN STAFFING SOLUTIONS

Use only when color is not an option.

Download EPS file: [EPS File \(2.36 MB\)](#)

PRINT - BLACK WITH BLUE "X" - WHITE BACKGROUND

ONYX M.D.<sup>®</sup>  
ELITE PHYSICIAN STAFFING SOLUTIONS

Use only when high contrast is needed and primary logo will not work.

Download EPS file: [EPS File \(2.34 MB\)](#)

PRINT - COLORED WITHOUT TAGLINE - WHITE BACKGROUND

ONYX M.D.<sup>®</sup>

Use the primary version with the tagline in most cases. The tagline may be removed when the logo is too small to read it, or when the context does not make sense (e.g. the logo is used in a sentence).

Download EPS file: [EPS File \(2.14 MB\)](#)

**PRINT - COLORED "X" - WHITE BACKGROUND**



May only be used in conjunction with the primary logo for artistic purposes.

Download EPS file: [EPS File \(1.27 MB\)](#)

# Improper Use of Onyx M.D. Logo

Correct use of Onyx M.D. logo is critical to maintaining the Onyx M.D. brand.

<p><b>DO NOT disproportionately stretch horizontally</b></p>  <p>ON<del>Y</del>X M.D.<sup>®</sup> ELITE PHYSICIAN STAFFING SOLUTIONS</p>
<p><b>DO NOT disproportionately stretch horizontally</b></p>  <p>ON<del>Y</del>X M.D.<sup>®</sup> ELITE PHYSICIAN STAFFING SOLUTIONS</p>
<p><b>DO NOT change or remove the tagline</b></p>  <p>ON<del>Y</del>X M.D.<sup>®</sup></p>
<p><b>DO NOT change colors</b></p>  <p>ON<del>Y</del>X M.D.<sup>®</sup> ELITE PHYSICIAN STAFFING SOLUTIONS</p>
<p><b>DO NOT alter the "X" in the logo</b></p>  <p>ON<del>Y</del>X M.D.<sup>®</sup> ELITE PHYSICIAN STAFFING SOLUTIONS</p>

# COLORS

Coated colors are used T-Shirts, Shiny objects, Business Cards; printed material.



Pantone 542C  
#639EC8

R = 99	C = 61
G = 158	M = 27
B = 200	Y = 0
	K = 0

For use in conjunction with  
Pantone Cool Grey 5.



Pantone Cool Grey 5  
#B3B3B3

R = 179	C = 31
G = 179	M = 24
B = 179	Y = 25
	K = 0

For use in conjunction with  
PMS 542C.

Uncoated colors are used for stationery or on the web.



Pantone 543U  
#80AED1

R = 128	C = 49
G = 174	M = 21
B = 209	Y = 7
	K = 0

For use in conjunction with  
Pantone Warm Grey 4.



Pantone Warm Grey 4  
#B5ADA6

R = 181	C = 30
G = 173	M = 28
B = 166	Y = 32
	K = 0

For use in conjunction with  
PMS 543U.



# TYPOGRAPHY

Onyx M.D. uses Goudy Old Style Regular for the “Ony”, “M.D.” and the registered mark in our logo, and Goudy Old Style Bold for our tagline: “Elite Physician Staffing Solutions”. The stylized “X” in the logo is separate artwork not associated with a particular typeface.

## Goudy Old Style Regular

ABCDEabcde12345\$€

ABCDEabcde12345\$€

ABCDEabcde12345\$€

## Goudy Old Style Bold

**ABCDEabcde12345\$€**

**ABCDEabcde12345\$€**

**ABCDEabcde12345\$€**

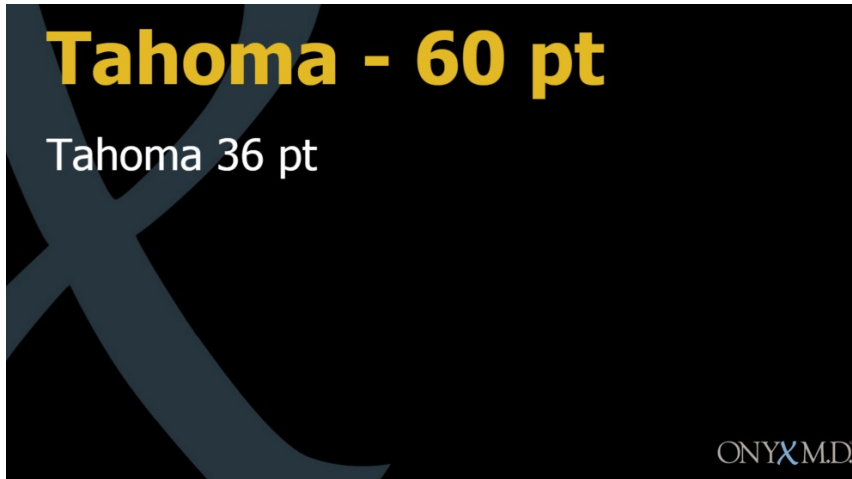
# PRESENTATION TEMPLATES

## Google Slides & PowerPoint Slides

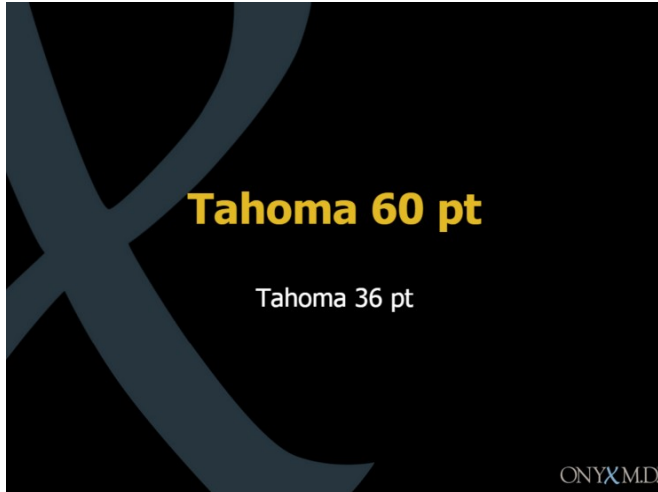
There are 2 template options to use for creating presentations in Google Slides and PowerPoint Slides:

1. **Onyx M.D. Template - Black Background**

16:9 (1920x1080) - recommended



4:3 (1280x960) - for use on smaller screens

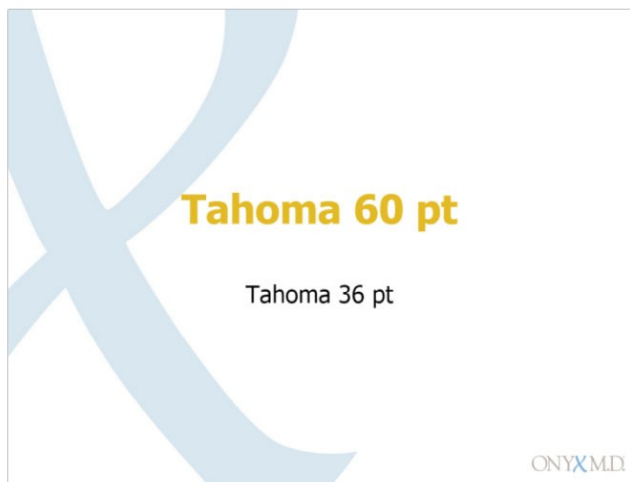


2. **Onyx M.D. Template - White Background**

16:9 (1920x1080) - recommended



4:3 (1280x960) - for use on smaller screens



The document size should not be altered as it will distort the background image thus compromising brand standards by distorting the Onyx M.D. "X" image.

Google Slide templates can be found on the Google Drive at this location:

<https://drive.google.com/a/onyxmd.com/templates?view=domain>

PowerPoint Slide templates can be found on the "S" drive at this location:

S:\Depts\Marketing\Private\Graphics and Creatives\PowerPoint Templates

# SAMPLES

Here is a sampling of how it all comes together with these two ads:

**EXPERIENCE  
NVXM.  
DIFFERENCE**



Locum tenens & perm  
placements for  
physidans of all  
specialties nationwide

**ONYXM.D**  
ELITE PHYSICIAN STAFFING SOLUTIONS

[www.onyxmd.wm](http://www.onyxmd.wm)  
877.466.9963



**Experience  
the e  
Difference**

Locum tenens & perm placements for  
physicians of all specialties nationwide

**ONYXM.D.**

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